**Insights**

* Weekends (Saturday and Sunday) have the largest average ride durations. September sees the highest number of rides annually.
* The most used bike type is the electric bike, likely due to its ease of use and appeal to a broader audience.
* The most visited station is **Streeter Dr & Grand Ave**, likely due to its proximity to popular tourist attractions or high foot traffic.
* Certain days of the week dominate ridership by month, such as Saturdays in March and Mondays in December.
* The average ride length for the full year is **15:47 minutes**, but durations vary by season, with shorter rides in colder months like January and December.
* Ride durations peak in summer months like **June, July, and August**, with longer average ride times compared to winter months.
* January and December have the shortest average ride lengths and fewer overall rides.
* Ride behaviors vary significantly by time of year, day of the week, and type of bike used.
* Many rides start or end near tourist spots or popular destinations.
* Casual riders often have longer ride durations, which can lead to higher costs for pay-as-you-go trips.